

Writing a Communications Plan for a Capital Campaign

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Who is the target audience for each message? (donors, campaign volunteers, community groups, etc.)

Early in the campaign communication can assist:

- Explaining the decision making process to move forward in the project
- The vision and theological framework
- Recruiting committee members and volunteers
- Announcing key project and campaign dates
- Announcing early success vs. campaign goals

As the campaign progresses communication can assist:

- Consulting with the project committee
- Keeping goals and good news stories in front of donors
- Reminding donors to welcome visitors and return pledge cards promptly
- Building excitement as the goal nears attainment

In final stages communication can assist:

- Keeping visitors motivated
- Celebrating success as target is achieved
- Creating awareness of key dates as project moves forward

After the campaign, keep up communication to:

- Tell donors how their money is being spent
- Remind them that the project is bearing fruit in peoples lives
- Motivate donors to complete their pledges
- Avoid slippage to donor pledge fulfilment

One cannot overestimate the importance of transparency and open communications during a project, and the direct correlation between thorough communication and eventual fund-raising success.

Branding: things to consider

- ❖ A catchy campaign slogan that reflects the essence of the project – easy to remember, talk about, spell, etc.
- ❖ A unique graphic visual identity – a logo
- ❖ A common font
- ❖ Donor recognition strategy